



NEVADA  
COMMISSION  
ON TOURISM

# Discover *the* Facts

THIRD QUARTER  
2007 VOLUME XV

A Digest of Statistical Information on the Nevada Tourism Industry



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**NEVADA**  
COMMISSION  
ON TOURISM

# Visitor Volume

*The number of visitors to Nevada.*

MONTH	2005	2006	PERCENT CHANGE
October	4,393,849	4,410,689	0.4%
November	4,068,710	4,048,113	(0.5%)
December	4,009,982	3,939,296	(1.8%)

MONTH	2006	2007	PERCENT CHANGE
January	4,368,974	4,347,573	(0.5%)
February	4,253,462	4,172,897	(1.9%)
March	4,777,233	4,904,238	2.7%
April	4,615,054	4,527,301	(1.9%)
May	4,661,849	4,604,343	(1.2%)
June	4,495,207	4,646,594	3.4%
July	4,928,844	4,915,249	(0.3%)
August	4,778,049	4,813,752	0.7%
September	4,496,234	4,558,757	1.4%
TOTAL	53,847,447	53,888,802	0.1%

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	9,989,766	10,000,315	0.1%
Laughlin	821,529	786,536	(4.3%)
Mesquite	392,007	395,323	0.8%
Washoe County	1,439,825	1,358,584	(5.6%)
All other counties	1,560,000*	1,747,000	12.0%
TOTAL (State)	14,203,127	14,287,758	0.6%

\*All other counties visitor volume counts reflect an updated methodology, using the TravelsAmerica visitor study by TNS, effective January 2006.

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.



# Convention Attendance

*The number of delegates attending conventions in Nevada.*

MONTH	2005	2006	PERCENT CHANGE
October	397,654	580,999	46.1%
November	653,449	675,955	3.4%
December	245,387	212,930	(13.2%)
MONTH	2006	2007	PERCENT CHANGE
January	817,910	851,031	4.0%
February	870,171	980,861	12.7%
March	873,525	766,204	(12.3%)
April	639,789	592,754	(7.4%)
May	512,309	607,687	18.6%
June	611,208	508,926	(16.7%)
July	458,497	311,473	(32.1%)
August	670,014	778,561	16.2%
September	454,044	448,544	(1.2%)
<b>TOTAL</b>	<b>7,203,957</b>	<b>7,315,925</b>	<b>1.6%</b>

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County:</b>			
Las Vegas	1,397,769	1,399,124	0.1%
Laughlin	37,105	37,687	1.6%
<b>Washoe County</b>	55,904	54,805	(2.0%)
<b>All other counties</b>	91,777	46,962	(48.8%)
<b>TOTAL (State)</b>	<b>1,582,555</b>	<b>1,538,578</b>	<b>(2.8%)</b>

# Occupancy Level

*A percentage based on room nights occupied and total room nights available.*

<b>MONTH</b>	<b>2005</b>	<b>2006</b>	<b>NET CHANGE</b>
<b>October</b>	84.5%	85.4%	0.9
<b>November</b>	80.4%	80.8%	0.4
<b>December</b>	76.4%	74.7%	(1.7)

<b>MONTH</b>	<b>2006</b>	<b>2007</b>	<b>NET CHANGE</b>
<b>January</b>	80.1%	79.3%	(0.8)
<b>February</b>	85.6%	85.2%	(0.4)
<b>March</b>	88.6%	89.0%	0.4
<b>April</b>	88.0%	87.9%	(0.1)
<b>May</b>	85.6%	86.6%	1.0
<b>June</b>	85.3%	87.4%	2.1
<b>July</b>	87.8%	87.5%	(0.3)
<b>August</b>	87.5%	86.9%	(0.6)
<b>September</b>	87.1%	86.9%	(0.2)
<b>MONTHLY AVG</b>	84.7%	84.8%	0.1

## Third Quarter 2007 Area Highlights

<b>AREA</b>	<b>2006</b>	<b>2007</b>	<b>NET CHANGE</b>
<b>Clark County:</b>			
<b>Las Vegas</b>	90.8%	91.5%	0.7
<b>Laughlin</b>	73.7%	72.7%	(1.0)
<b>Mesquite</b>	81.0%	82.4%	1.4
<b>Lake Tahoe*</b>	86.3%	85.1%	(1.2)
<b>Washoe County</b>	80.3%	78.4%	(1.9)
<b>All other counties</b>	74.7%	65.5%	(9.2)
<b>QUARTER AVG (State)</b>	86.5%	86.2%	(0.3)

*The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).*

*\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

# Room Nights Occupied

*The number of room nights occupied.*

MONTH	2005	2006	PERCENT CHANGE
<b>October</b>	4,722,181	4,758,595	0.8%
<b>November</b>	4,343,036	4,305,884	(0.9%)
<b>December</b>	4,253,071	4,134,841	(2.8%)

MONTH	2006	2007	PERCENT CHANGE
<b>January</b>	4,428,837	4,402,231	(0.6%)
<b>February</b>	4,262,213	4,275,962	0.3%
<b>March</b>	4,900,685	4,944,238	0.9%
<b>April</b>	4,706,139	4,723,386	0.4%
<b>May</b>	4,745,295	4,809,401	1.4%
<b>June</b>	4,596,444	4,712,052	2.5%
<b>July</b>	4,844,997	4,848,013	0.1%
<b>August</b>	4,830,618	4,804,547	(0.5%)
<b>September</b>	4,664,134	4,656,229	(0.2%)
<b>TOTAL</b>	55,297,650	55,375,379	0.1%

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County:</b>			
<b>Las Vegas</b>	11,141,054	11,239,218	0.9%
<b>Laughlin</b>	725,389	715,690	(1.3%)
<b>Mesquite</b>	200,053	203,462	1.7%
<b>Lake Tahoe*</b>	189,393	183,951	(2.9%)
<b>Washoe County</b>	1,266,231	1,224,766	(3.3%)
<b>All other counties</b>	817,628	741,701	(9.3%)
<b>TOTAL (State)</b>	14,339,748	14,308,788	(0.2%)

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Room Inventory

*The number of hotel/motel rooms in Nevada.*

MONTH	2005	2006	PERCENT CHANGE
October	180,357	179,665	(0.4%)
November	180,036	177,670	(1.3%)
December	179,679	178,638	(0.6%)

MONTH	2006	2007	PERCENT CHANGE
January	178,420	179,075	0.4%
February	177,783	179,328	0.9%
March	178,373	179,120	0.4%
April	178,253	179,064	0.5%
May	178,919	179,128	0.1%
June	179,678	179,668	—
July	178,069	178,715	0.4%
August	178,152	178,341	0.1%
September	178,397	178,542	0.1%
END OF PERIOD	178,397	178,542	0.1%

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	133,491	133,434	—
Laughlin	10,698	10,696	—
Mesquite	2,683	2,683	—
Lake Tahoe*	2,395	2,350	(1.9%)
Washoe County	17,225	17,064	(0.9%)
All other counties	11,905	12,315	3.4%
END OF PERIOD (State)	178,397	178,542	0.1%

*Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of September 30, 2007.*

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.



# Room Tax Collections

*Dollars shown represent 3/8 of 1 percent, the amount allocated to the State to promote tourism.*

MONTH	2005	2006	PERCENT CHANGE
<b>October</b>	\$1,334,793	\$1,443,826	8.2%
<b>November</b>	1,447,540	1,587,669	9.7%
<b>December</b>	1,462,815	1,643,169	12.3%

MONTH	2006	2007	PERCENT CHANGE
<b>January</b>	1,327,528	1,479,144	11.4%
<b>February</b>	1,147,611	1,167,145	1.7%
<b>March</b>	1,232,947	1,536,132	24.6%
<b>April</b>	1,627,597	1,524,091	(6.4%)
<b>May</b>	1,696,430	1,986,120	17.1%
<b>June</b>	1,722,115	1,669,650	(3.0%)
<b>July</b>	1,583,503	1,739,775	9.9%
<b>August</b>	1,390,641	1,525,037	9.7%
<b>September</b>	1,352,474	1,536,860	13.6%
<b>TOTAL</b>	\$17,325,993	\$18,838,620	8.7%

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County</b>	\$3,806,884	\$4,278,595	12.4%
<b>Washoe County</b>	313,732	322,474	2.8%
<b>Douglas County*</b>	82,376	64,727	(21.4%)
<b>Elko County</b>	47,253	55,445	17.3%
<b>Carson City</b>	17,702	18,196	2.8%
<b>All other counties</b>	58,671	62,236	6.1%
<b>Total (State)</b>	\$4,326,618	\$4,801,673	11.0%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

\*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.



# Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2005	2006	PERCENT CHANGE
<b>October</b>	\$1,059,079,000	\$1,062,981,000	0.4%
<b>November</b>	999,644,000	1,140,738,000	14.1%
<b>December</b>	907,706,000	1,062,753,000	17.1%

MONTH	2006	2007	PERCENT CHANGE
<b>January</b>	1,140,819,000	1,117,053,000	(2.1%)
<b>February</b>	1,026,407,000	1,055,715,000	2.9%
<b>March</b>	1,063,165,000	1,054,767,000	(0.8%)
<b>April</b>	989,966,000	1,053,251,000	6.4%
<b>May</b>	1,126,549,000	1,143,679,000	1.5%
<b>June</b>	907,709,000	959,816,000	5.7%
<b>July</b>	1,039,448,000	1,146,006,000	10.3%
<b>August</b>	1,063,347,000	1,016,466,000	(4.4%)
<b>September</b>	984,973,000	1,058,349,000	7.4%
<b>TOTAL</b>	\$12,308,812,000	\$12,871,574,000	4.6%

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>Clark County:</b>	\$2,544,804,000	\$2,681,900,000	5.4%
<b>Strip</b>	1,604,288,000	1,690,274,000	5.4%
<b>Downtown</b>	142,307,000	155,296,000	9.1%
<b>Laughlin</b>	145,941,000	149,100,000	2.2%
<b>Mesquite</b>	35,700,000	40,464,000	13.3%
<b>County balance</b>	616,568,000	646,766,000	4.9%
<b>Washoe County</b>	294,840,000	284,735,000	(3.4%)
<b>Lake Tahoe*</b>	99,950,000	96,580,000	(3.4%)
<b>Elko County</b>	70,307,000	80,110,000	13.9%
<b>Carson Valley Area</b>	33,170,000	32,401,000	(2.3%)
<b>All other counties</b>	44,697,000	45,095,000	0.9%
<b>TOTAL (State)</b>	\$3,087,768,000	\$3,220,821,000	4.3%

\*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

# Airport Volume

*The number of passengers arriving and departing from Nevada's airports.*

MONTH	2005	2006	PERCENT CHANGE
October	4,327,386	4,504,669	4.1%
November	4,060,555	4,283,632	5.5%
December	3,967,597	4,223,006	6.4%

MONTH	2006	2007	PERCENT CHANGE
January	3,927,406	4,098,344	4.4%
February	3,818,096	3,887,565	1.8%
March	4,566,648	4,706,975	3.1%
April	4,354,664	4,431,056	1.8%
May	4,385,400	4,642,263	5.9%
June	4,399,252	4,659,523	5.9%
July	4,619,469	4,787,116	3.6%
August	4,565,020	4,806,846	5.3%
September	4,244,733	4,317,832	1.7%
<b>TOTAL</b>	<b>51,236,226</b>	<b>53,348,827</b>	<b>4.1%</b>

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
McCarran Int. (Las Vegas)	11,906,573	12,431,192	4.4%
Reno/Tahoe Int.	1,319,059	1,337,564	1.4%
North Las Vegas	141,649	69,944	(50.6%)
Laughlin/Bullhead Int.	33,840	46,785	38.3%
Elko Airport	15,461	13,899	(10.1%)
Henderson Exec. Airport	12,640	12,410	(1.8%)
<b>TOTAL (State)</b>	<b>13,429,222</b>	<b>13,911,794</b>	<b>3.6%</b>

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

# Vehicle Traffic Counts

*The number of vehicles entering Nevada by way of interstate, U.S. and state highways.*

MONTH	2005	2006	PERCENT CHANGE
<b>October</b>	2,401,188	2,043,367*	(14.9%)
<b>November</b>	2,092,117	2,015,778*	(3.6%)
<b>December</b>	2,383,605	2,118,420*	(11.1%)

MONTH	2006	2007	PERCENT CHANGE
<b>January</b>	2,137,880	1,920,324*	(10.2%)
<b>February</b>	2,120,926	1,844,965*	(13.0%)
<b>March</b>	2,283,057	2,073,797*	(9.2%)
<b>April</b>	2,344,089	1,873,612*	(20.1%)
<b>May</b>	2,279,376**	2,714,662	19.1%
<b>June</b>	2,533,404**	2,880,588	13.7%
<b>July</b>	2,128,997*,**	3,032,027	42.4%
<b>August</b>	2,234,868*,**	2,836,524	26.9%
<b>September</b>	2,077,872*,**	2,408,292	15.9%
<b>TOTAL</b>	27,017,379	27,762,356	2.8%

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
<b>I-15 at Primm/Jean</b>	2,044,049	2,007,703	(1.8%)
<b>I-15 at Mesquite</b>	1,134,585	316,326***	(72.1%)
<b>I-80 at Verdi</b>	—*	1,597,207	—
<b>I-80 at Wells</b>	315,036	282,107	(10.5%)
<b>All other entry points</b>	2,948,067**	4,073,500	38.2%
<b>TOTAL (State)</b>	6,441,737	8,276,843	28.5%

*Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.*

\*Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through April 2007 do not contain any data.

\*\*Due to road construction at various other entry points, the respective traffic totals for May 2006 through September 2006 do not contain any data.

\*\*\*Due to road construction on Interstate 15 at Mesquite, the traffic totals for August and September 2007 do not contain any data.

# Park Usage

*The number of people visiting state and nearby national parks.*

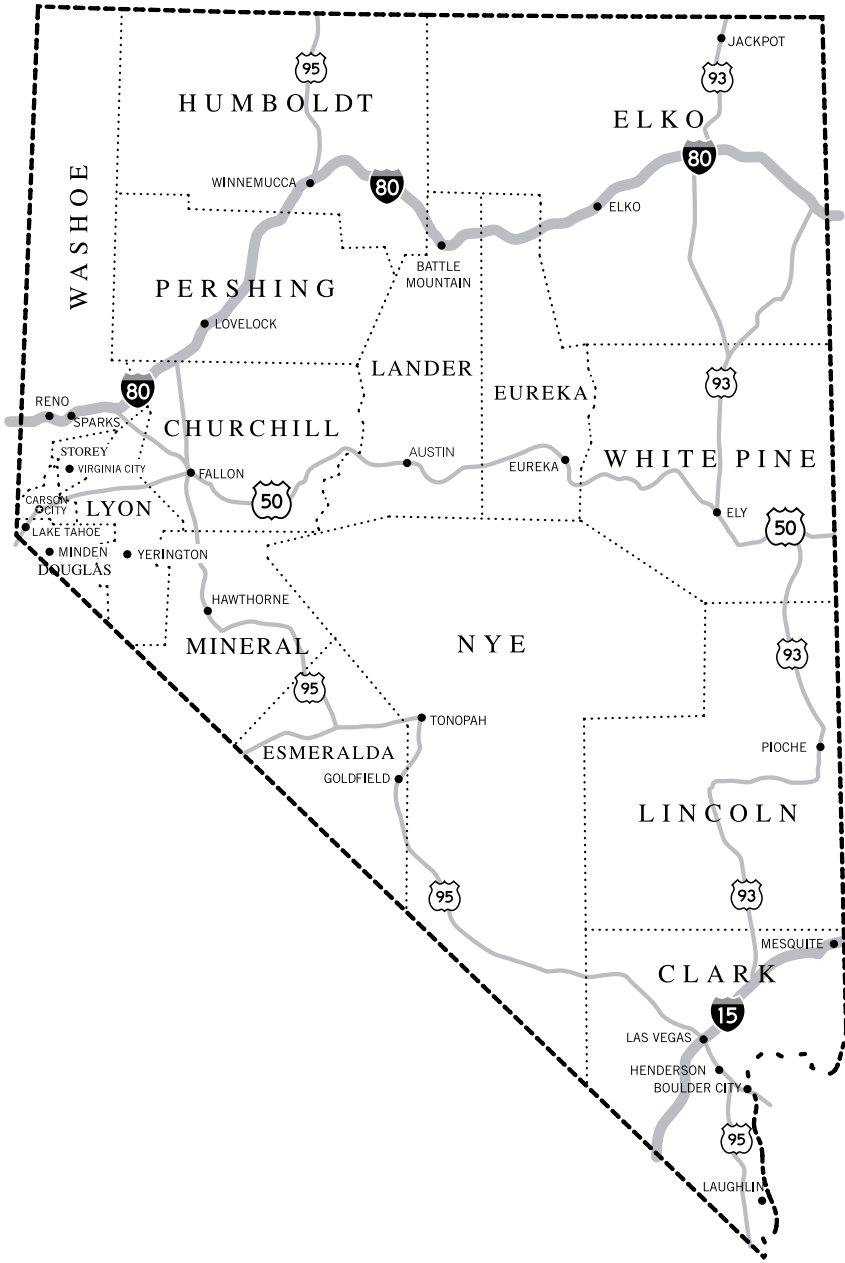
MONTH	2005	2006	PERCENT CHANGE
October	2,104,019	2,126,859	1.1%
November	1,346,542	1,359,119	0.9%
December	1,097,971	934,035	(14.9%)
MONTH	2006	2007	PERCENT CHANGE
January	1,232,137	1,064,904	(13.6%)
February	1,234,103	1,146,961	(7.1%)
March	1,641,532	1,745,087	6.3%
April	2,171,931	2,250,618	3.6%
May	2,537,848	2,546,432	0.3%
June	2,975,224	3,111,727	4.6%
July	3,484,032	3,579,623	2.7%
August	3,234,921	3,400,301	5.1%
September	2,490,991	2,567,514	3.1%
<b>TOTAL</b>	<b>25,551,251</b>	<b>25,833,180</b>	<b>1.1%</b>

## Third Quarter 2007 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Nevada State Parks	1,338,421	1,327,279	(0.8%)
Great Basin Nat. Park	37,188	37,612	1.1%
Lake Mead Nat. Rec. Area	2,662,866	2,711,750	1.8%
Hoover Dam Visitor Center	226,995	259,805	14.5%
Red Rock Canyon	141,844	144,241	1.7%
Grand Canyon Nat. Park	1,517,850	1,649,048	8.6%
Zion Nat. Park	988,424	995,750	0.7%
Bryce Canyon Nat. Park	555,420	654,958	17.9%
Death Valley Nat. Park	226,517	199,599	(11.9%)
Yosemite Nat. Park	1,514,419	1,567,396	3.5%
<b>TOTAL (All Parks)</b>	<b>9,209,944</b>	<b>9,547,438</b>	<b>3.7%</b>



# Nevada State Map



# Information Sources

## **Carson City Convention & Visitors Bureau**

1900 South Carson St., Suite 100  
Carson City, NV 89701  
775-687-7410 • Fax: 775-687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

## **Carson Valley Chamber of Commerce**

1513 U.S. Hwy 395 North  
Gardnerville, NV 89410  
775-782-8144 • 800-727-7677  
Fax: 775-782-1025 • [www.carsonvalleynv.org](http://www.carsonvalleynv.org)

## **Elko Convention & Visitors Authority**

700 Moren Way, Elko, NV 89801  
775-738-4091 • 800-248-3556  
Fax: 775-738-2420 • [www.elkocva.com](http://www.elkocva.com)

## **Elko Regional Airport**

975 Terminal Way, Elko, NV 89801  
775-777-7190 • Fax: 775-777-7193  
[www.elkocity.com](http://www.elkocity.com)

## **Ely Bristlecone Convention Center**

150 Sixth St., P.O. Box 958, Ely, NV 89301  
775-289-3720 • 800-490-9350  
Fax: 775-289-6757 • [www.elynevada.net](http://www.elynevada.net)

## **Fallon Convention Center**

100 Campus Way, Fallon, NV 89406  
775-423-4556 • 800-874-0903  
Fax: 775-423-8926 • [www.fallontourism.com](http://www.fallontourism.com)

## **Hawthorne Convention Center**

932 E St., P.O. Box 2281  
Hawthorne, NV 89415  
775-945-5854 • Fax: 775-945-3826  
[www.mineralcountychamber.com](http://www.mineralcountychamber.com)

## **Henderson Convention Center & Visitors Bureau**

200 S. Water St., Henderson, NV 89015  
702-565-2171 • Fax: 702-565-2177  
[www.visithenderson.com](http://www.visithenderson.com)

## **Lake Tahoe Visitors Authority**

1156 Ski Run Blvd., South Lake Tahoe, CA 96150  
530-544-5050 • 800-AT-TAHOE  
Fax: 530-544-2386 • [www.bluelaketahoe.com](http://www.bluelaketahoe.com)

## **Las Vegas Convention & Visitors Authority**

3150 Paradise Rd., Las Vegas, NV 89109-9096  
702-892-0711 • 877-847-4858  
Fax: 702-892-2824 • [www.VisitLasVegas.com](http://www.VisitLasVegas.com)

## **McCarran International Airport**

P.O. Box 11005, Las Vegas, NV 89111-1005  
702-261-5211 • 800-261-5704  
Fax: 702-597-9553 • [www.mccarran.com](http://www.mccarran.com)

## **National Park Service**

1849 C Street NW, Washington, D.C. 20240  
202-208-6843 • [www.nps.gov/grba](http://www.nps.gov/grba)

## **Nevada Department of Transportation**

1263 S. Stewart St., Carson City, NV 89712  
775-888-7000 • Fax: 775-888-7201  
[www.nevadadot.com](http://www.nevadadot.com)

## **Nevada Division of State Parks**

1300 S. Curry St., Carson City, NV 89703  
775-687-4384 • [parks.nv.gov](http://parks.nv.gov)

## **Nevada Department of Employment Training, and Rehabilitation**

1929 N. Carson St., Carson City, NV 89703  
775-684-3909 • [www.detr.state.nv.us/es/es\\_index.htm](http://www.detr.state.nv.us/es/es_index.htm)

## **Nevada Gaming Control Board**

1919 E. College Pkwy., Carson City, NV 89706  
775-687-6500 • [gaming.nv.gov](http://gaming.nv.gov)

## **Pershing County Community Center**

820 Sixth St., P.O. Box 986, Lovelock, NV 89419  
775-273-7144 • 888-273-3200  
Fax: 775-273-7647 • [www.zplace2b.com/pccofo](http://www.zplace2b.com/pccofo)

## **Reno-Sparks Convention & Visitors Authority**

4590 S. Virginia St., Reno, NV 89504  
775-827-RENO • 800-FOR-RENO  
Fax: 775-827-7746 • [www.visitrenotahoe.com](http://www.visitrenotahoe.com)

## **Reno/Tahoe International Airport**

2006 E. Plumb Lane, Reno, NV 89502  
P.O. Box 12490, Reno, NV 89510  
775-328-6400 • Fax: 775-328-6510  
[www.renoairport.com](http://www.renoairport.com)

## **Tahoe-Douglas Chamber of Commerce**

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139  
Stateline, NV 89449  
775-588-4591 • Fax: 775-588-4598  
[tahoe.tahoechamber.org](http://tahoe.tahoechamber.org)

## **Tonopah Convention Center**

301 Brougner Ave., P.O. Box 408  
Tonopah, NV 89049  
775-482-3558 • Fax: 775-482-3932  
[www.tonopahnevada.com](http://www.tonopahnevada.com)

## **Wendover Area Chamber of Commerce & Tourism**

735 Wendover Blvd., P.O. Box 2468  
Wendover, NV 89883  
775-664-3414 • 800-426-6862  
Fax: 775-664-3414 • [www.westwendovercity.com](http://www.westwendovercity.com)

## **Winnemucca Convention & Visitors Bureau**

50 W. Winnemucca Blvd., Winnemucca, NV 89445  
775-623-5071 • 800-962-2638  
Fax: 775-623-5087 • [www.winnemucca.org](http://www.winnemucca.org)



